

Bolivia – Santa Cruz

Global Youth Tobacco Survey (GYTS)

FACT SHEET



The Bolivia – Santa Cruz GYTS includes data on prevalence of cigarette and other tobacco use as well as information on five determinants of tobacco use: access/availability and price, environmental tobacco smoke exposure (ETS), cessation, media and advertising, and school curriculum. These determinants are components Bolivia could include in a comprehensive tobacco control program.

The Bolivia – Santa Cruz GYTS was a school-based survey of students in primary 8, secondary 1 and 2, conducted in

2000. A two-stage cluster sample design was used to produce representative data for all of Santa Cruz. At the first stage, schools were selected with probability proportional to enrollment size. At the second stage, classes were randomly selected and all students in selected classes were eligible to participate. The school response rate was 88.0%, the student response rate was 82.0%, and the overall response rate was 72.1%. A total of 4361 students participated in the Bolivia – Santa Cruz GYTS.

Prevalence

55.1% of students had ever smoked cigarettes (Male = 60.7%, Female = 49.7%)
29.7% currently use any tobacco product (Male = 34.3%, Female = 25.3%)
25.1% currently smoke cigarettes (Male = 29.5%, Female = 20.8%)
10.0% currently use other tobacco products (Male = 11.7%, Female = 8.4%)
24.1% of never smokers are likely to initiate smoking next year

Knowledge and Attitudes

16.9% think boys and 14.9% think girls who smoke have more friends
15.5% think boys and 11.3% think girls who smoke look more attractive

Access and Availability - Current Smokers

17.8% usually smoke at home
46.1% buy cigarettes in a store
83.9% who bought cigarettes in a store were NOT refused purchase because of their age

Environmental Tobacco Smoke

56.3% live in homes where others smoke
65.2% are around others who smoke in places outside their home
80.3% think smoking should be banned from public places
64.8% think smoke from others is harmful to them
53.9% have one or more parents who smoke
16.6% have most or all friends who smoke

Cessation - Current Smokers

69.8% want to stop smoking
63.7% tried to stop smoking during the past year
66.7% have ever received help to stop smoking

Media and Advertising

72.3% saw anti-smoking media messages, in the past 30 days
89.4% saw pro-cigarette ads on billboards, in the past 30 days
81.1% saw pro-cigarette ads in newspapers or magazines, in the past 30 days
20.2% have an object with a cigarette brand logo
11.9% were offered free cigarettes by a tobacco company representative

School

58.3% had been taught in class, during the past year, about the dangers of smoking
32.2% had discussed in class, during the past year, reasons why people their age smoke
48.0% had been taught in class, during the past year, the effects of tobacco use

Highlights

- 30% of students currently use any form of tobacco; 25% currently smoke cigarettes; 10% currently use some other form of tobacco.
- ETS exposure is very high – almost 6 in 10 students live in homes where others smoke; almost two-thirds are exposed to smoke in public places; over half have parents who smoke.
- 6 in 10 students think smoke from others is harmful to them.
- 8 in 10 students think smoking in public places should be banned.
- 7 in 10 smokers want to stop.
- 7 in 10 students saw anti-smoking media messages in the past 30 days; over 8 in 10 students saw pro-cigarette ads in the past 30 days.